

RACKING UP SALES WITH NEW WEBSITE PROJECT

ABOUT ALTA RACKS. Alta Racks, based in Salt Lake City, Utah, was founded by Ali and Sara Yazdian, avid mountain bikers and product development professionals. Using their military grade equipment design experience as inspiration, the Yazdians developed an adaptable and dynamic hitch-mounted recreational equipment vehicle rack. The product helps eliminate the need for additional racks for various outdoor recreational activities and is made to withstand life in rugged Utah—from the 11,000 foot peaks of Wasatch to the unforgiving terrain of Moab. Alta Racks is a family-owned and operated company.

THE CHALLENGE. Alta Racks had a great product, but needed to educate potential customers about its benefits and make it available for purchase online. The company reached out to the University of Utah Manufacturing Extension Partnership (MEP) Center, part of the MEP National Network™, for assistance in building an effective online presence.

MEP CENTER'S ROLE. With guidance from the University of Utah MEP Center, the Yazdians sought out and selected a website design company with the skills necessary to develop an updated and reliable website for Alta Racks. The MEP Center helped the company to discover potential marketing solutions and obtain a new website that fit their budget. The website has e-commerce capability, and Alta Racks began selling products through the site, increasing overall sales. The MEP Center also connected Alta Racks to numerous local small businesses that are continuing to support the company's day-to-day management and long-term growth.

"Working with the University of Utah MEP Center has been a lifeline for us. Utilizing some of the cost-saving features that they offer has made a significant difference in moving forward or not. I believe it's not just the MEP program that has helped us, but their people who implement and develop relationships with small businesses, which is key. The University of Utah MEP Center was instrumental in our success, and their support has enabled us to grow. We look forward to continuing our relationship with them."

-Ali Yazdian, CEO

RESULTS



Sales projected to increase by **\$150,000** in one year



Sold **\$4,000** in product after new website implementation



Hired **6** local companies to manage various areas of their business

CONTACT US



100 South 1495 East
MEK 1121
Salt Lake City, UT 84112



(801)587-0713



mep.utah.edu



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